

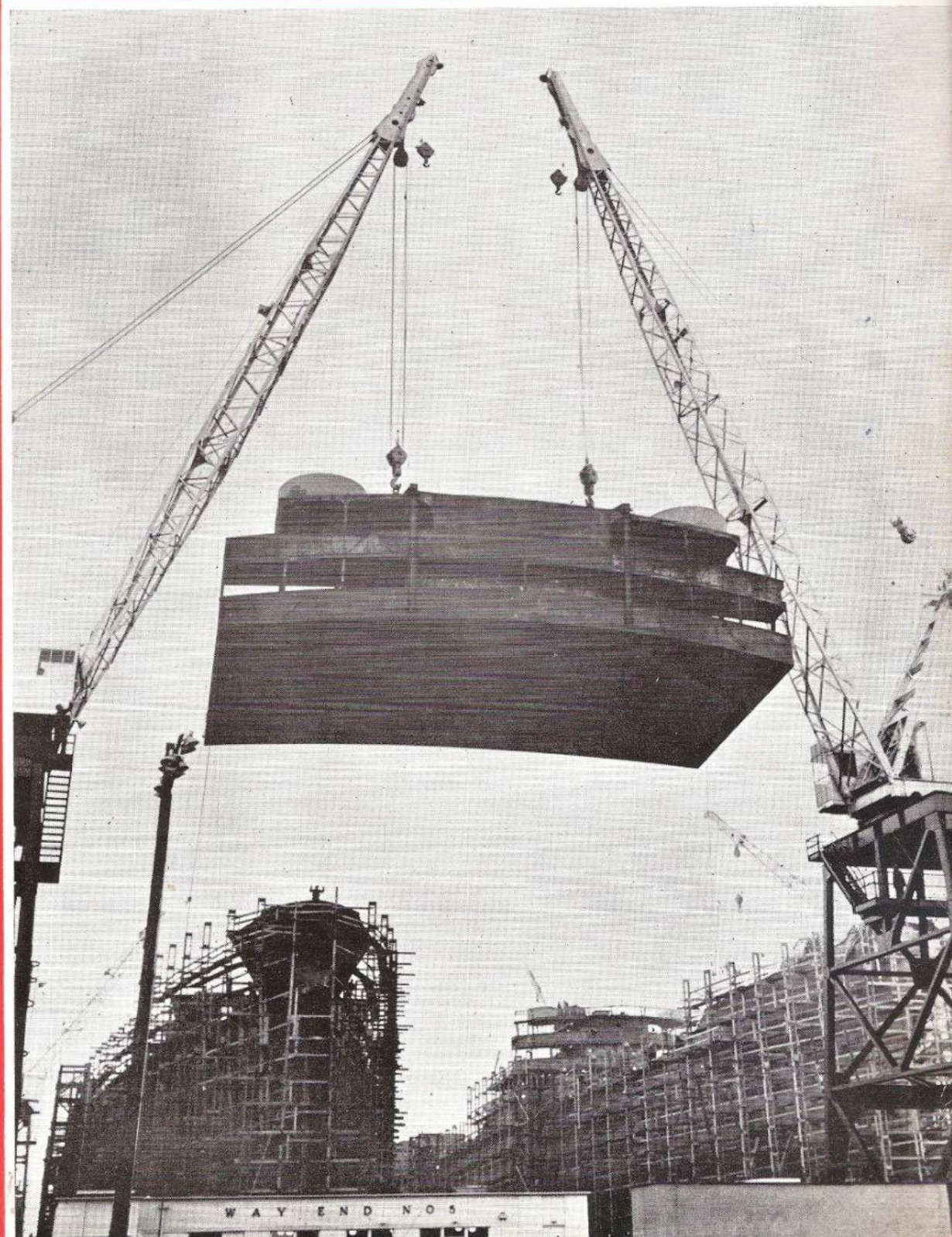
The TECHNOCRAT

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The TECHNOCRAT

AUGUST 1943

WITH THE EDITORS

AN EXAMPLE OF WASTE

WITH the rationing of meats, butter, cream and canned foods, housewives are looking to fresh garden vegetables to supply their needs for a balanced diet. But since price ceilings have been set on only a few of these items, prices are so high that many homes are limited in using even these foods.

Many restaurants have taken salads from their dinner menus and are serving them a la carte. There again high prices restrict consumption.

That the production and distribution of foods still constitutes a paradox is indicated by the following editorial by Aaron Dudley, in the Huntington Park (Calif.) Bulletin of July 8, 1943:

I have just seen tons of garden-fresh vegetables being fed to hogs. I have seen acres of crisp, fresh cabbage plowed under, for I spent the week-end in the country. It was not a pleasant week-end, I might add, for in these days of so-called food shortages it leaves you a little sick at the stomach to see good wholesome vegetables being destroyed.

"Fantastic," you say.

Then take a drive in the country, come out some week-end and I'll let you talk to some farmer friends.

I sat atop a load of fine carrots—they were top quality—and watched a farmer throw them to the hogs. The farmer was my brother. He was buying the carrots for \$7 a ton. Cheap hog feed.

"Why?" you ask.

That is a long story—but interesting.

This spring our Secretary of Agriculture implored our farmers to plant lots of carrots and cabbage. It was almost a demand.

When it came time to market the crops Mr. Farmer smilingly hauled bumper crops of carrots to market and came back with a sad face. He was paid as low as 35 cents a crate. Figure that out.

According to the office of the Los Angeles Agricultural Commissioner, a crate of carrots weighs approximately 30 pounds, with three dozen bunches. On this basis there would be about 66 crates to the ton.

At 35 cents a crate, the farmer would receive \$23.10 after he harvested them, bunched and hauled them to market. At two bunches for 15 cents the consumer would pay for them at the rate of \$178.20 a ton.

Yes, there's something wrong.

Cabbage has been selling for as low as 25 cents a crate. There are three dozen heads to a crate averaging about 60 pounds to the crate. How much have you been paying for cabbage lately?

It looks like a deliberate attempt to sabotage our food production program. Why did our government encourage extensive plantings, then stand by and watch a complete break-down in farm prices while the consumer still pays at near-inflation levels. There's a lot of profit being made somewhere; and meanwhile the farmers are rebelling, refusing to harvest their crops at less than cost of production. Isn't it foolish in these times to plow under acres and acres of cabbage—to feed other crops to livestock?

Our "experts" have explanations. I have talked with a score of them, including a Congressman just returned from Washington. They all have explanations; but in the lot there is not one single solution. They know why the condition exists. I have five sheets of paper full of notes here on my desk. Boiled down, they mean this: There is a surplus. The supply is greater than the demand.

But the retail price is still up—and the produce is still being destroyed. Why?

There is no answer.

With predictions that half the world will be hungry this winter, why can't some government agent, bureau, committee or commission step in, draft workers to harvest this wasting produce, can it and store it for this hungry winter we're facing?

No, it just doesn't add up.

And I didn't enjoy that carrot I was munching. I threw it over to the hogs.

We agree with the writer of this editorial that something is decidedly 'wrong.' But as long as all war industries, including the production of food, are operated for profit at a price these conditions will continue to exist.

The solution to the problem lies not in attempts to patch up the situation in one area or in controlling price at one end of the line, leaving it open at the other; nor does it lie in the so-called victory gardens in the backyards of the nation.

It lies in the coordination of all of the operations of this nation into one gigantic unit. Production and distribution for profit at a price must give way to total mobilization of our resources, equipment and manpower for producing and distributing war materiel and civilian requirements.

The design for such operation is the essence of Technocracy's Victory Program of Total Conscription.

Food is everybody's business. Make it your business to see that this American Victory Program is installed!

BUSINESSMEN ALL

Consideration of Profits First Will Prolong War and Could Bring Defeat for America

AMERICA has grown to be a great and powerful nation. It is now looked upon as the arsenal of democracy and the pantry of the world. Its great mineral and energy resources have been the major factor in this development. Lacking these resources, it would matter little how good or how industrious our people were, nor what philosophies they upheld.

America has exploited its vast wealth of natural resources, under the incentives of the chiseling practices of the Price System. We have learned how to produce and sell for profit. Our educators do a swell job of conditioning us to that mode of behavior while we are still children in school. In our arithmetic classes, we get problems like this: 'If you have a cow, and the cow gives 10 quarts of milk a day, and the milk sells for 10c per quart, how much money will the milk bring?' We are thus conditioned to the commercial values of the Price System. So, now, it would never occur to us to think like this: 'If a cow gives 10 quarts of milk a day, and one quart will feed one baby, how many babies will the cow feed?' No, all we think of is 'How much will the milk sell for?'

THOUGHT PATTERNS

That is just one example. The worker in industry thinks like this: 'If I work 48 hours this week, at 80c per hour with overtime for 8 hours, I will make \$41.60 this week.' He seldom thinks in terms of how much he will produce in goods or services, nor how much his work will contribute to the general welfare. He was never conditioned to think that way, so it doesn't occur to him. He feels perfectly justified in striking to gain his personal ends.

The businessman figures his job out like this: 'If I buy 10 pairs of shoes for \$3 per pair and sell them for \$3.98 per pair, I shall make \$9.80 profit.' He seldom thinks of his function in

terms of aiding the people of the community to obtain goods and services, and thus facilitate their way of life. He is concerned first with turnover and profit. If the goods do not move fast enough, or the margin of profit is too narrow, he doesn't handle them, no matter how much he might benefit the people of the community by doing so. He is not to be condemned. He has never been taught to think in any other way. Our schools have been the stooges for Price System commercialism.

Thus, Americans are trained for business. It may be the business of selling man hours of work, the business of pulling teeth at so much per, the business of raising farm products for market, the business of manufacturing goods for sale, or the business of selling ideas. No matter what name our occupations go by, whether we are called a worker, a teacher, a doctor, a scientist, an engineer or a housewife, we are trained to be businessmen and businesswomen. We are all in the business of selling goods and services of one kind or another. Our function is merely incidental to the process of buying and selling.

Americans are consequently most interested in that which will earn them the most profits with the least effort. They have very big ears for any information that will net them more dollars. This is no more inherent in the nature of Americans than it is in the nature of other peoples. Any people with the same training would develop the same behavior characteristics. The people of America have just had better opportunities and have concentrated on business more than have other peoples. So, we lead the world in commercialism.

When Americans sold scrap iron and 100 octane gasoline to Japan, they were not being traitors to the American way of life; they were practicing it as it had been taught to them. When Americans today sell large

amounts of gasoline and other materials to fascist Spain, much of it to be trans-shipped to Germany and Italy, they are only doing what all Americans have been trained to do: 'Sell what you have to whatever market will bring the greatest profits.' That is the American way which we have lived, and which the Price System leaders of America want to perpetuate. This is the way of life which the National Association of Manufacturers, the Live Stock Growers Association, the Farm Bloc and the Labor Unions want to maintain in spite of war or peace. It is the way of life which our politicians, our teachers and our clergymen are trying to preserve. It is the way of life which American big business is offering to pay the American Legion \$20,000,000 a year to sell to the American people.

Because so many Americans are desirous of continuing the Price System way for America, we will tell you how it can best be done. There are some dangers to this way of life, and some obstacles in its path, but we shall try to point them out for your guidance.

As Calvin Coolidge once remarked: "America's business is—Business." We are all businessmen. Some are a little more advantageously situated than others and we envy them. Our greatest desire is to be where they are. So, we are all of one mind and one heart. We are all interested in more income for ourselves. This means that we must get more money out of the system than we put into it; **we must buy for less and sell for more.** All of us.

WAR BREAKS OUT

In September, 1939, war broke out in Europe. Then on December 7, 1941, like a kick in the pants from behind, we were attacked by Japan. 'Those little slant-eyes can't do that to us,' we said. 'Let's drown them.' So, we all looked around for something to get busy at. We were mostly interested in 'slapping down the Japs,' but there was no de-

sign of national operations ready to install and our enthusiasm waned. Then it dawned on us that there was money to be made from 'this here war,' and our old training guided our behavior. We engaged in one mad scramble for the chips of the game of the Price System. Of course, some of us were bound to get our necks stepped on, but so what?—most of us were getting ours. Industry, the farms, labor—in fact, nearly everybody is doing all right for himself. The one big danger confronting us is that when the war is won we will become unemployed, sit back, take another look at the federal debt and lose confidence. We shudder to think what will happen then.

Do we have to keep the war going to maintain the Price System? Is that the only solution? Is that the only way to keep these embarrassing surpluses used up?

That is why I (as a businessman) shall now explain the best 'businesslike' methods of keeping the war from washing out. We shall follow the precepts of 'good business.' There are a few sentimental people who will talk about the wickedness of spilling human blood and destroying natural resources, and the misery of impoverished and ravaged peoples and all that sort of nonsense. But, if we can keep our heads through all this, we can keep the Price System in operation, and that is what really counts. Commercialism is the American Way, and aren't all we 'businessmen' fighting to preserve the American Way?

WAR EFFORTS CHECKED

One of the things that might cause us to win the war sooner than is necessary is the full use of America's most modern technology. If we built huge, long-range bombers, for example, which could fly from this Continent to Tokio, Rome and Berlin, and erase those cities from the map, the war would soon be over, and we would be faced with the disaster of peace. The problems of war, for America's business and politics, are far more simple than the problems of peace; so, we argue, it is better to keep the war going. This can be accomplished in part by getting back to the time-honored methods of fighting a war; that is, fighting it with hand tools in hand-to-hand combat. There are some encouraging reports coming in. We read of fierce hand-to-hand fighting

on the Island of Attu; of American soldiers charging up a 60 degree slope in fog and rain against a withering machine gun fire; and we are asked to donate our hunting knives to the marines, so they can go in for some old-fashioned hand work. The same techniques applied to production on the home front will also help. A prize example is the Victory Garden program, which is an abandonment of technology for the utmost of toil and inefficiency.

In spite of all that business and politics can do to keep it down to a size they can handle, our production of the machines of war is reaching such astonishing proportions, that it constitutes a real menace to the Price System. However, the War Production Board is coming to the rescue with curtailment of power-producing plant, especially government-owned plant. Without power, machines cannot be built. So the development of power output at Grand Coulee, Boulder and the TVA is being hampered. Actual sabotage of production also helps. In Fact magazine of May 24, 1943, gives the following example:

"CIO United Autoworkers charged General Motors with deceiving the public, asserted that employees at GM Tank Arsenal, Los Angeles, although working hard produced virtually no finished tanks. . . . Union filed brief with WPB saying corporation put on fake show, had workers install and remove same set tank treads 57 times, likewise with motors, whenever visitors inspected plant."

Another way to keep America's war effort down to a satisfactory level of inefficiency is to keep the people disunited and confused. Stimulate strife between labor and management, between business and government, between the farmers and consumers, between republicans and democrats, and promote racial conflict. America has long been conditioned to internal strife of this sort, so it is not too hard to keep it going now. If the Government begins to dig out too much scandal about the way big business is sabotaging the war effort, then we need John L. Lewis, or some other labor leader, to call a labor strike and distract attention. If the different sections of the country seem to be getting along too harmoniously, let Congress debate on the poll tax or lynching, and stir up antagonism between the North and the South. It all helps to keep this thing alive.

The government bureaus in Wash-

ington are doing a perfect job of keeping the people confused. They are even confused themselves, which isn't exactly necessary, but it helps. Some of the problems that provide the most general confusion are the manpower problem, the transportation problem, the housing problem in war industrial areas and the food problem. These are all wonderful aids in prolonging the war, and keeping politics and business in operation.

It is essential that the American people be required to finance as much of the war as they can, from the wages and salaries they receive. Part of this money is siphoned back into the system before you get it. That is, you are told that your salary for the year is \$3000, for example, but you receive only \$2400; the rest is deducted at the source—for victory taxes, for retirement funds, for dues, etc. Then you are wheedled into buying as many bonds as you can.

WAYS TO PROLONG WAR

Now, let us summarize what needs to be done in our 'businesslike' way to prolong the war: (1) Manufacture the most obsolete war equipment we can get away with, and employ the old methods of waging war as much as possible. (2) Interfere with the production of war machines at home, through strife, inefficiency, waste and confusion. (3) Keep the control of war production in the hands of private business and out of the hands of government. (4) Curtail power production.

The war, however, will eventually end, and there will be some sort of peace to follow. That is an unavoidable event which we are compelled to consider. There is only one solution to the problem of peace, under the Price System: The magnificent waste that the war provides must be maintained during the peace. The surplus must be destroyed so as to maintain scarcity, and uphold the values of the Price System. Plans are already under way for continuing this waste; if anything, on an even more colossal scale than during the war. There are several techniques which promote waste. First, the goods may be destroyed directly. This is the least satisfactory, because it is too obvious, and too many people object to it; in other words, it causes too much stink. Another way is to shoot it away. But this can be done on a sufficient scale only during war-

time; the excuse for it does not exist during peace.

The third, and most practical way, is to give the surplus to foreigners. This is waste only from the point of view of Americans, not from the point of view of the foreigners; but that is a mere technicality. It also has a great deal of emotional appeal; and it keeps the waste out of the sight of Americans, which is also important. Now, some uninformed person might ask, 'Why not give the surplus away to Americans?' Well, that would defeat the whole scheme. If you give abundance away to Americans, then they will not be so eager to buy the scarcity that is left. No, that is out. We can only give it away to foreigners who haven't the money to buy anything from us anyway. This war is laying the foundation for this procedure.

When the war ends, there will be a billion impoverished people to feed; there will be whole cities, industrial areas, and transportation systems that will have to be rebuilt. Other nations will want to build up their industrial systems. There are just an awful lot of things that we can do with our resources, our technically trained men and our money. It will all be on a lend-lease basis, of course; which is just another way of saying give and forget. The financing can be in either one or both of two ways: (1) We may pay for it directly out of our earnings and profits through taxation, or (2) we may further increase the federal debt by a few hundred billions.

This latter is the less painful, unless somebody begins to shout that 'this here thing is getting to be ridiculous' and starts a panic. We are trying to forestall that by conditioning the people to zip their lips, and only repeat rumors okayed by the United States Chamber of Commerce. It may not work, but we pray that it will.

IMPLICATIONS

There are some long range implications in this program which we don't care to look at too closely; as, for example, where will we dump our surpluses when the other nations have let us build up their industrial systems to the point where they are producing surpluses of their own. That problem we hope can be solved by our economists when we get to it. So let's just put it on the shelf and forget it.

There are some possible interfer-

ences with this program of waste. One of these is the behavior of Russia. It seems that Russia is not so interested in maintaining the Price System of Great Britain, the United States, Germany and Japan, as we are. Russia is the only nation which has a peacetime program that it can handle successfully. It is the only nation in the world which has a national program of social and technological progression. That is all contrary to the Price System interests of America, and constitutes a real hazard. It would be seditious to say what should be done with Russia, so we will merely point out the hazard and let it go at that.

THE TECHNOCRATS

The second great hazard to the Price System, and one that is far more important and devastating, is one here at home. It is also more difficult to deal with. It is an organized movement of American citizens who call themselves the Technocrats. They have a design for winning the war and for winning the peace. Their plan would take the profits out of the war, and might even give people an idea of how to operate a peace without waste and without internal strife. That, of course, is abhorrent to the Price System in this great land of the free and home of the brave. If put into effect, it would completely upset our program of waste and scarcity, and would no doubt constitute a real danger to the very existence of our cherished Price System.

So that you will understand the diabolical cleverness of their plan, I will point out some of its main features, and indicate how they will interfere with the successful operation of the Price System. The business and political leaders of America would like very much to squelch Technocracy, if they could figure out some way of doing it. They tried twice, through widespread newspaper and magazine campaigns, but both times these campaigns defeated their own purpose. They would like to prove that Technocracy is un-American or subversive, but they can find no evidence to that effect, and when they begin comparing Technocracy's program with the politico-Price System way, it always appears that the latter is un-American by comparison.

So, because of this appearance, that technique must be abandoned. Tech-

nocracy originated on this Continent, is composed only of American citizens, and concerns itself only with the welfare of this Continent; it has no foreign connections. So, it cannot be attacked as a foreignism. It is a scientific design, not a philosophy, so one cannot argue against it. One can argue against a philosophy, such as communism or fascism, but one just cannot argue against science. The only offensive action to be taken against Technocracy is to call its leaders names. But that is not so hot either, because most Technocrats have not achieved outstanding success under the chiseling practices of the Price System, and so their names are not well enough known. It might do some good, however, if there was some agreement as to what names to call them. But, when some call them fascists and others call them communists, it gets to be ridiculous; obviously, they cannot be two opposite things at the same time.

We merely point this out to show what a tough bunch they are to deal with. Furthermore, they have no financial investments or hopes under the Price System, so we cannot bring economic pressure to bear on them. The only thing that can be done against Technocracy is to keep silent about it. It is, therefore, *verboten* for any newspaper, magazine, or radio to mention Technocracy. Only twice has this ban been lifted, as I mentioned, in an effort to smash Technocracy; but both times Technocracy gained more from it than it lost.

TOTAL CONSCRIPTION

Technocracy is not out to overthrow the Government; it does not support any political party; it runs no men for office; it does not seek to put any of its members into positions of wealth or power. It just quietly and relentlessly prepares for the social change which its scientific analysis shows its members to be in progress. What can you do with an Organization like that?

Technocracy has blossomed out with a new idea for winning the war in the shortest time, with the least cost in lives and materiel. They have a Victory Program which they call Total Conscription. Here is what they want the Government of the United States to do:

(1) They want the Government to conscript all persons, male and female, between the ages of 18 and 65 to

serve in the armed forces or in production and service at home where most needed, and where their abilities and training can best be used. They want these people to be given ranks comparable to those of the armed forces, in accordance with the kind of service they perform. These people are to receive the same pay and maintenance as the men and women in the armed forces. All children, old people and other dependents will be provided with adequate maintenance. This would eliminate the confusion, uncertainty and inefficiency now employed in placing the people in the war effort. And it would suspend all useless functions for the duration of the war and six months thereafter. Consequently, it is entirely contrary to the Price System methods and aims.

(2) The Technocrats urge the United States Government to conscript all plant equipment and operating personnel of all industries engaged in mining, manufacturing, power production, communication, transportation and export and import. This means that for the duration of the war and six months thereafter, the Government of the United States shall have complete use of all this plant and equipment for the most efficient conduct of the war. There will be no bickering over contracts, no competition for materials and labor, and no consideration given to profits. All would be used for the most efficient and most rapid production of the materiel of war. This is the Total Conscription of machines. It would greatly interfere with the Price System. It would take the profits out of the shedding of American blood. But, worse than that, it might eliminate much of the waste; and if the people find out how much waste has been going on, they might get ideas. And, in America, under the Price System, we can't afford to let the people get ideas; those things are more dangerous than guns or bombs. 'Thou Shalt not Think' is the first and most important of the Price System commandments.

(3) Technocracy asks the United States Government to conscript all materiel. It proposes that the Government take possession of all materials at their source of production. Then, over Government-operated transportation systems, they would be sent to a number of strategically located supply centers, from which they may be shipped as needed to the various

industries or armed forces. This would do away with practically all of the paper work and other confusion now necessary to keep track of the bureaucratic and financial records, receipts and payments that are swamping the present business and political administration. It would do away with the black market; it would end sabotage and waste; and it might even prevent shipments to the 'neutral' satellites of our fascist enemies. You see what a serious blow this would be to the old Price System method of operation.

(4) The fourth thing which the Technocrats want the Government to conscript is money. This is the most fiendish idea of all. This is what it would mean. It would suspend all dividends, profits, interest, rents, union dues and taxes; it would place a moratorium on all debt and litigation for the duration and six months thereafter. There would be no debts, no taxes, no profits. Securities and savings would be frozen. The people would have adequate maintenance and pay to supply them with their wants, without their depending on savings and profits. It would mean that the federal debt would be frozen at its present level. And no one could sue anyone nor collect debts from anyone. It would remove all Price System incentive for gain, and the only incentive left would be to win the war. It would no doubt win the war in the shortest time and boost the morale of the American people. But it is a hell of a way to run a Price System!

This program of Total Conscription is also a counter fascist move. And I should like to say a little on that subject. Fascism happens to be the way of life of our enemies. It is the ultimate in Price System operations, wherein all private enterprise is consolidated into a major monopoly, protected and perpetuated by the powers of the state. Its objective is the maintenance of a powerful oligarchy in control of the political, the economic and the ecclesiastical affairs of the people under it. The preservation of the Price System is essential to its existence. All fascist controls to date have frozen social progress, and continue to perpetuate the production of goods and services by means of hand tools and human toil. Fascism functions to maintain a few in positions of wealth and power, while the many are held in positions of toil, poverty and subservience.

Many of the Price System leaders of America would like to see fascism instituted in the United States. The trends of present business and bureaucratic activity is toward fascism. It is the last hope of the Price System in America. The Technocrats want this way of life abolished not only from the rest of the world but from America as well. They want the people to have equality of opportunity, of social position and economic advantage. They want the people of America to progress—socially and technologically. This is a refutation of the democratic principles of private enterprise.

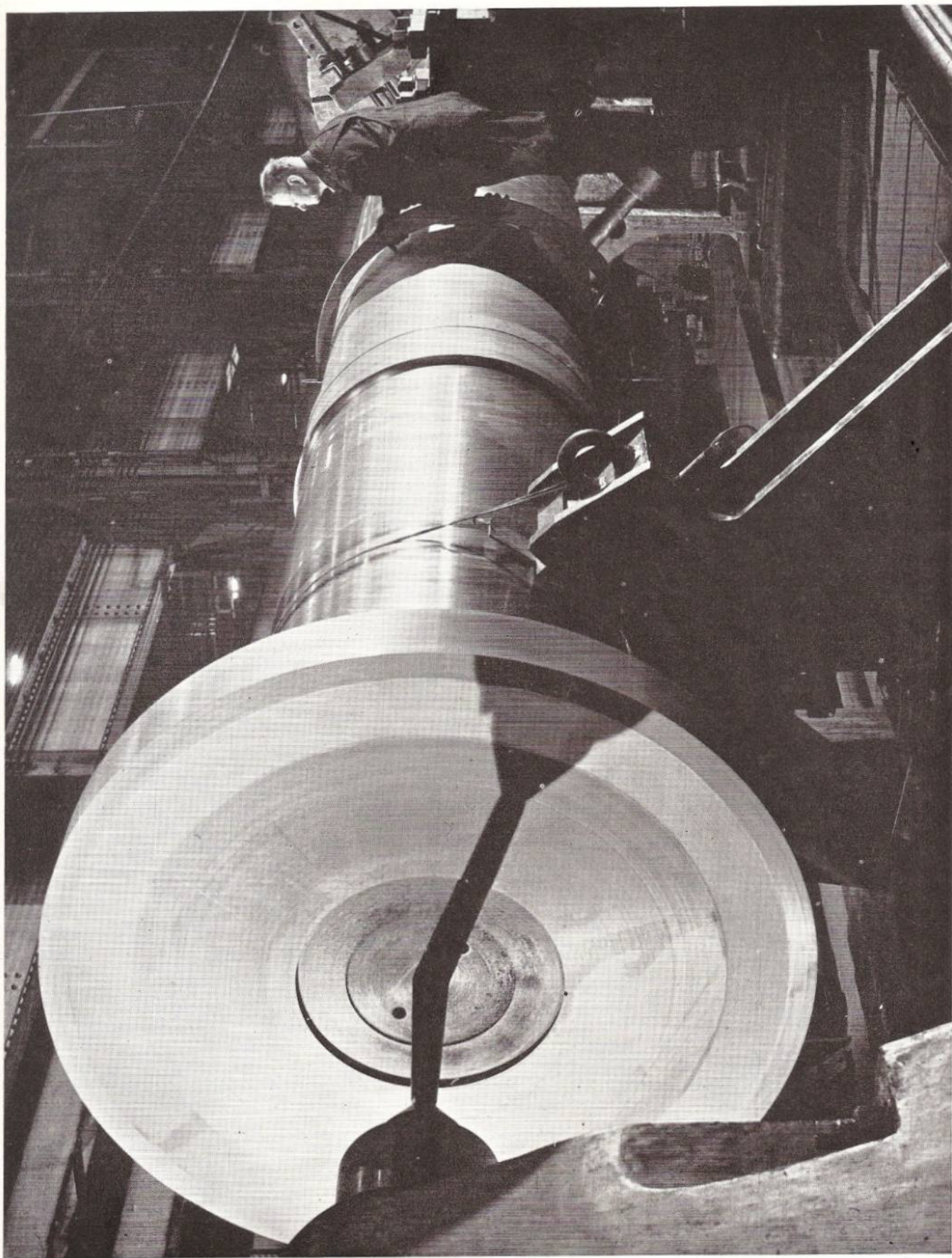
Technocracy's Program of Total Conscription is contrary to the way of life desired by all good Price System devotees. Many upholders of the Price System look to fascism for their salvation, and shall fight to the last ditch to prevent its overthrow. Technocracy, with its Victory Program, is therefore the number one enemy of fascism in America today. We know that all the successful, nice people will oppose this new idea. In the last ditch defense of the Price System, we will find confirmed republicans, democrats, fascists and communists; we will find liberals, conservatives and reactionaries, all fighting side by side to preserve the scarcity values of the status quo. Long live the Price System!

—Wilton Ivie.

GIANT POWER 'SPOOL'

The 75-ton 'spool' of solid steel shown on the opposite page is being machined at the Westinghouse East Pittsburgh Works. It will transmit the force required to drive a giant generator at Grand Coulee Dam. The rotating part of the generators—capable of producing 108,000,000 watts—will be mounted on this four-foot diameter shaft which will couple to a hydro-turbine for converting the energy of the water to electric power. Four of the nine waterwheel generators ordered for this hydro-electric project have been delivered. The installation of this giant 'spool' will mean more power for America.

—Photo courtesy Westinghouse Electric & Manufacturing Co.



Nutrition—A War Weapon

Healthful Diets Must Be Provided Home Front Workers Regardless of Profits

Americans have been so concerned with supplying fuel for planes, tanks and other engines of war that they have neglected the earliest, most important engine known—the human engine. Under the impetus of war, however, they are beginning to realize, that food for the human machine is as vital to victory as petroleum.

The human engine, as any other engine, is not a creator of energy but can only take fuel in usable forms and convert it into work. Unlike any other engine, however, the human engine has the power to change itself from a small to a large mechanism without throwing anything out of commission and can choose from its environment certain substances to improve, or enlarge its body and to give maximum efficiency to its working parts such as tendons, muscles, nerves, bones, teeth, etc.

NATION'S NEEDS MEASURABLE

Although the study of human nutrition is new in comparison to other branches of scientific research, it includes so many well-proven facts that were its knowledge unrestricted no American would need suffer from the ravages of the much-talked of 'hidden hunger' which is affecting millions of Americans and hampering war production.

Nutrition includes all the processes by which the human body absorbs food, water and the oxygen of the air, builds them into living tissues and uses them for fuel. Substances which the body needs for these purposes are many and varied but for general discussion scientists usually group them under four heads:

Building materials, repair materials, materials needed to keep the body in good working order and fuels.

Experts have noted effects of different kinds of diet on growth, health and working capacity of human beings.

Taking into consideration age, sex, weight and climate they have determined the food requirements of persons engaged in different types of work given in lengths of time. In addition they have studied the character of substances produced by the burning of various kinds of foods so that they now know the food value of practically every known material for human consumption. The heat unit used for this work is called the kilogram calorie. (The amount of heat required to raise the temperature of one kilogram of water one degree.)

It is not only possible to determine the amount of energy contained in various foods, but after they are eaten to determine how much work they can produce. A man is placed in a large heat-tight compartment called a calorimeter. As he works a peddle the amount of heat given off in a given time is measured. The amount of oxygen breathed and the amount of carbon dioxide that he gives off are also accurately measured. The energy represented by the heat given off and work done by the man are exactly equal to the energy contained in the food 'burned' during that time. It has been found that the average energy consumption per capita per day is about 2,300 kilogram calories making it possible to measure the energy requirements of the entire nation.

VITAMINS

Of special value to the health and efficiency of war workers is the classification of scientific facts concerning vitamins. Vitamins are minute quantities of certain substances of unknown composition discovered in natural foodstuffs. They have no food value of their own but help the body to make use of foods obtained from other sources. They help to keep the body in good working order.

Vitamins most commonly known are: A, which prevents colds, aids in cor-

recting night blindness and skin disorders; the B complexes, which furnish energy and steady nerves; C, which aids in the development of sound teeth and bones, conditions muscles and hastens the healing of wounds; D, which helps to develop teeth and bones and to prevent rickets.

Natural sources of vitamin A are milk, cheese, eggs, leafy green vegetables, yellow vegetables and fruit. The B complexes are found in wheat germ, whole-grain bread, lean meats, liver, beans, peas, peanuts and greens. C may be obtained from oranges, grapefruit, lemons, tomatoes, raw cabbage, lettuce, spinach and other greens. D is found in fish oils, eggs and irradiated milk.

SOURCES OF PROFIT

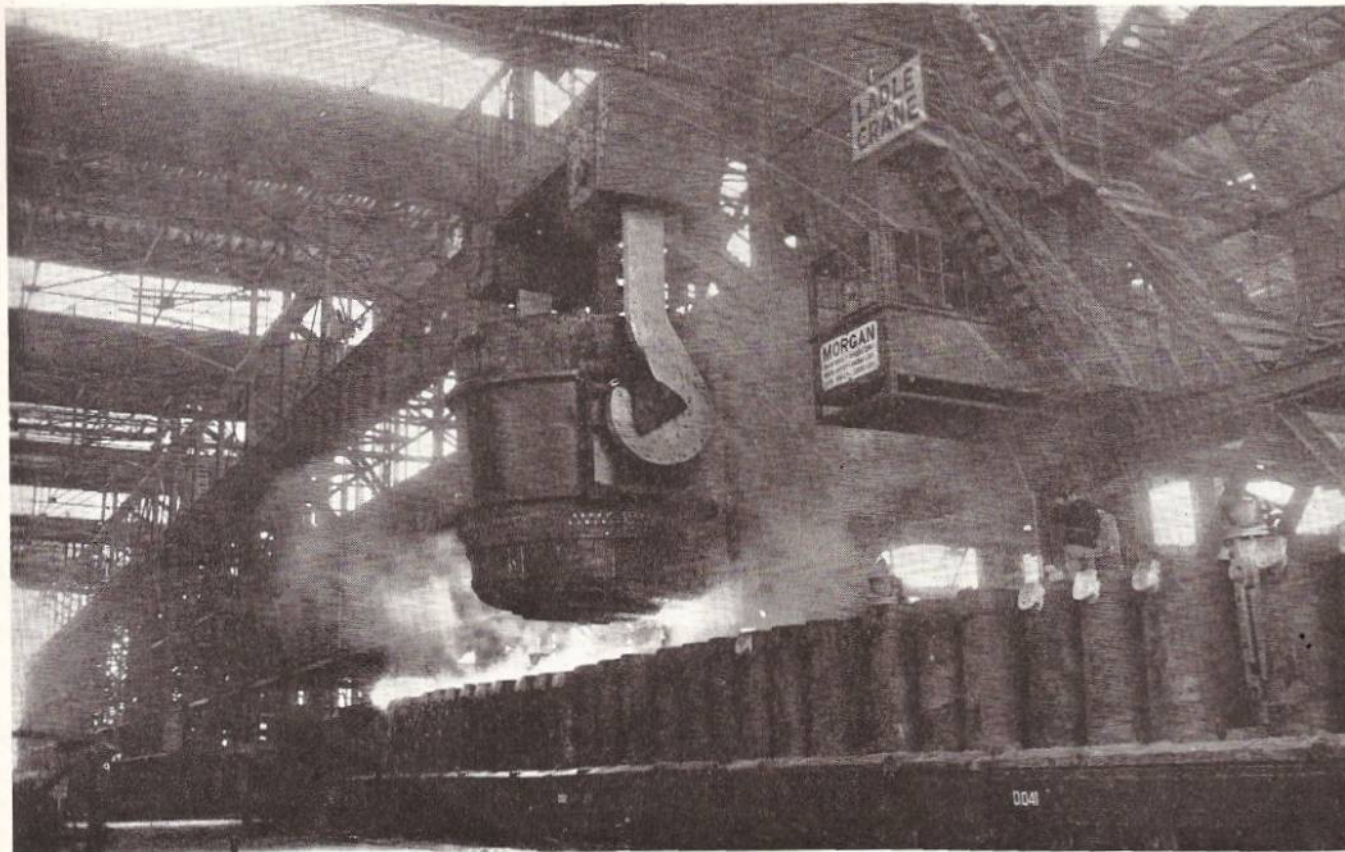
Knowing what a worker should eat to speed up production is one of the most important problems today; yet experience gained by years of tough research by our scientists and nutrition experts have not been used fully to benefit the American people or to speed the war effort. Instead large commercial houses have been permitted to exploit this hard-earned knowledge, and even in America's war crisis vitamins and other food products have been withheld from an undernourished populace because business concerns could not realize profits. On the other hand useless products have been shoved on an unsuspecting and gullible public.

Playing on individual desire to be beautiful, virile, strong, healthy and outstanding, glamour advertising has been used by sales-minded firms to convince the American public to swallow, inject or rub on millions of dollars worth of products of no benefit whatsoever.

For years vitamin E, an antiabortion factor, was played up as an antisterility vitamin, a restorer of male vigor; and drug stores and flour mills realized tremendous profits by perpetuating this misunderstanding. Vitamin K, which is of medical value in treating jaundice, etc., was publicized as an antihemorrhage vitamin, a specific for hemophilia (the hereditary bleeding disease).

Large profits have been especially realized by the sale of toiletries. Al-

(CONTINUED ON PAGE 18)



At the Kaiser Steel Plant, Fontana, California, the giant 200 ton crane pictured above carries the 150 ton ladle over the ingot molds, into which the molten steel is poured.
—Photos courtesy Kaiser Company Inc., Iron and Steel Division.

STEEL MOVES WESTWARD

EARLY in May of this year the first steel produced west of the Mississippi started rolling from the new Kaiser plant at Fontana, California.

New processes and equipment have been brought forth under the pressure of war needs. One of the outstanding features of this new plant is the conveyor systems.

Beginning with open pit mining operations and a nine-mile haul by truck from the Vulcan mine at Kelso, California, the iron ore as soon as it gets to railhead is loaded into gondolas by a conveyor system.

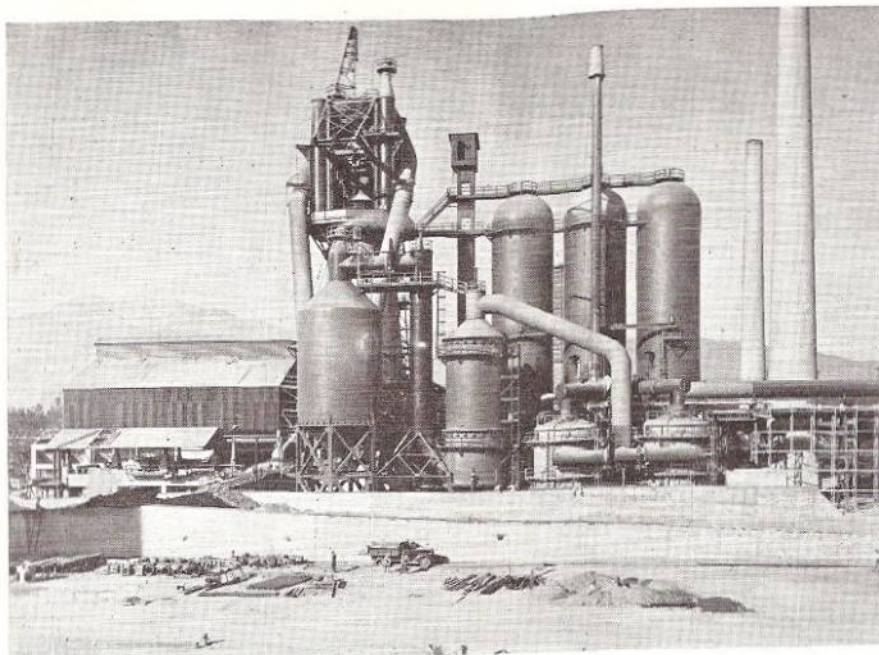
It is then transported by rail 176 miles to the steel mill in Fontana. When it arrives it is sent to the crush-

ers to be crushed to size and then carried into the storage area. The dust from the ore is carried by conveyor directly to the sinter plant where along with coal and coke dust it is made into clinker form. This permits the dust that ordinarily would be lost to be placed into the blast furnace where the iron contained in it can be removed. The sinter also improves the quality of the blast furnace charge as it is porous and helps in the free circulation of the blast.

Coal is hauled from Utah to the plant where it is stored for use. From the storage area it is put through crusher and screening processes and then carried by conveyor to the coal

bin and coke ovens.

There are two banks of 45 ovens each in the coke ovens. From these ovens the coke and the by-products of coal are derived. The charge of each oven consists of 14.5 tons of coal and the ovens are all loaded from the top. At the end of the time necessary to coke coal, a machine pushes the coke from the oven into a coke car which carries it to the quenching tower. There it is cooled by having approximately 800 gallons of water poured upon it. Approximately 8.6 tons of coke are derived from each 14.5 tons of coal. The balance of the tonnage is carried off in gaseous form to the by-products area. At the present time, the plant



Blast furnace with capacity of 1200 tons of pig iron per day. Huge ladle cars carry pig iron from blast furnace to casting machines or open hearth furnaces.

is extracting primary by-products from the coke gas such as coal tar, creosote oils, light oils, benzol, ammonia sulphate and sodium phenolate.

The coke after it is cooled is carried by conveyor either directly to the blast furnace where it meets the iron ore, sinter, limestone, etc., which make up the charge of the blast furnace, or to the coke storage area.

The blast furnace has a capacity of 1200 tons of pig iron per day. The pig iron cast at the blast furnace is carried by 150 ton ladle cars to either the casting machines, where it is cast into pigs weighing 96 pounds, or directly to the open hearth furnaces where it goes into the charge making steel.

This charge on an average contains 50% hot metal, 45% scrap metal, 5% cold pig, and two to three tons of alloys. The Kaiser plant has six open hearth furnaces, five of them with a capacity of 185 tons each, and one tilting furnace.

The open hearth furnaces will have a steel capacity of approximately 675,000 tons of steel per year. The furnaces when tapped pour the steel into a 150 ton ladle that is picked up by a 200 ton ladle crane which carries it over the ingot molds. The ladle is tapped releasing the steel through an opening in the bottom and the ingot molds are filled in this manner.

The molds are then transported by rail on ingot mold cars to the stripper building where the molds are stripped from the ingot. The ingot is then

moved to the ingot storage area. Some ingots weigh as much as eight tons.

The ingots when the plate mill is completed will be carried from the storage area to the soaking pits. There the ingot will be heated to an even density and temperature and then lifted from the pits into the rollers which carry it through a series of rolling mills, where it will be rolled into plate and become a finished product.

The entire operation from raw ore to finished product may be described as a theme in conveyor transportation.

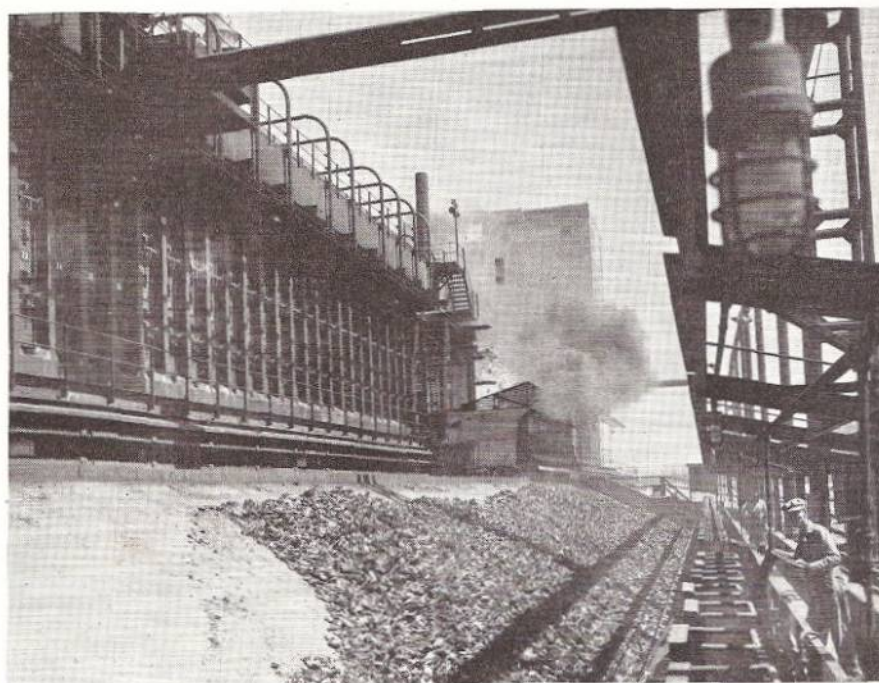
—M. M. Fertig.

Editor's Note: On Sunday, July 4, nearly 300 Technocrats were escorted through the Kaiser plant by L. A. Burwell, Public Relations Official, who used one of Technocracy's Official Sound Cars in explaining the operations of the plant.

The most outstanding impression of this interesting trip was that so few men were required to operate a plant of its size—another indication of the march of American technology.

The information for the above article was obtained from Alan G. Orsborn, Director of Public Relations, Kaiser Company Inc., Iron and Steel Division.

Coke ovens receive coal from storage area via conveyor system. The charge of the 90 ovens at the plant consists of more than 650 tons of coal.



CHILD CARE CRISIS

Politicians Again Fail to Solve Critical Problem

"LADIES, you are needed in the war effort. We need you for important war work; ideal working conditions. You will attend training classes during the regular work day right in our plant. You will earn excellent pay while you learn." Such are the signs of the time, advertisements in newspapers, on billboards, in street cars and buses.

Pleas for women to enter war work may be seen and heard on every side. A great amount of time, effort and money is spent in advertisements to lure women into war work. Yet business has not made it possible for the majority of women to work, because no provisions have been made to care for their children.

The blame for this predicament may not be laid to ignorance, for the situation has long been a topic for political discussion and articles in newspapers and magazines.

Although the situation relating to child care in the Los Angeles area is one of the most critical in the country, the history of the fight for child care centers staged by social welfare workers this year has been a long-drawn, weary and disheartening one.

BILL PASSING BEGINS

On January 5 of this year, after countless meetings and discussions, the Los Angeles County Board of Supervisors approved appointment of a Child Care Coordinator for that district. No sooner had the appointment been made, however, than one supervisor (William A. Smith) took the floor stating: "I move that we rescind this action. If the state takes over the raising of families it is the first step toward Communism! If women have small children, they should stay home and take care of them."

Frightened by this tirade, the supervisors immediately withdrew their approval of the appointment, referring the proposal to the committee of the whole for further consideration.

A week later, on January 13, the appointment was approved. However, members of the State Assembly rose up in arms against the Warren-Kenny Child Care Center bill because funds would be raised through taxes, exempting itinerant workers who live in rented houses or auto courts, and would therefore avoid the tax. Despite an attempt to re-refer the measure to the ways and means committee, the bill was finally passed on January 26 after two days of wrangling.

The bill permits local school districts to set up centers for children from two to 16 years of age, using their own buildings and equipment, authorizes them to use federal Lanham Act funds in the programs, and gives the state education department general supervisory powers.

On March 2 a senate investigating committee met for a hearing on the child care situation. The meeting as reported in the Los Angeles Daily News, March 3, follows:

"Subject of what was supposed to have been an information seeking session was the urgent and serious problem of care of children of working mothers.

"All day long a parade of authorities, eager to show cause that a child care program be established immediately because of the pressing urgency of war, was drawn into argument by the senators and led from the issue at hand.

"Chairman of this latest little legislative group to 'investigate' a problem that local authorities have fought to solve for more than a year was Sen. George Biggar, R., of Mendocino and Lake counties.

"His co-member was Sen. Clarence C. Ward, R., of Santa Barbara.

"The hearing was held, the committee members alleged, to gain information, explanations and a complete picture of the situation in California.

"Yet witness after witness was interrupted by Senator Ward who raised the question of the right of women to go to work in the first place. . . .

"The chairman said that the state senate was uneasy over the enabling legislation because it had all been passed in such a hurry and that there had been 'very little time' to consider the matter.

"We don't know," said Senator Biggar,

'whether the bill we passed is a good bill or a bad bill.' This committee was appointed by resolution to 'investigate' the situation and to determine whether the act is 'sufficient or insufficient' to meet the situation. . . ."

Much 'buck passing' has been done by politicians on this issue. The state wants the federal government to foot the bill, and the federal government, according to Florence Kerr, national director of the war public services of the federal works agency, feels that "the healthiest condition obtains when the federal government gives only such aid as to make operation possible."

On May 5 schools were taken over from the WPA by the Board of Education and operated under a grant from Lanham Act funds, which provides half the funds for child care centers, the other half being made up by fees from parents and other contributions.

SCHOOLS USED

On May 13, at a regular meeting of the Board of Education, complaints were heard from parents who branded the daily fee of \$1.00 per child as exorbitant. Simultaneous with receiving the protests, the Board of Education voted to discontinue, effective the following day, six schools of the total of 26 opened on May 5.

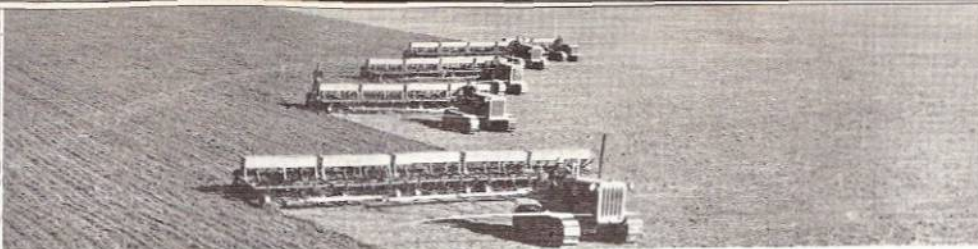
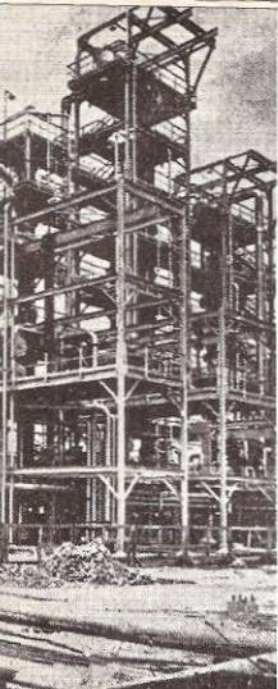
A state law prevents the board from spending its own funds, and Lanham Act funds can be used to cover only half the expense. Balance of the cost was paid by parents at the \$1.00 per day fee.

The board acknowledged the problem, which for a mother of three children would mean a cost of \$18 per week for child care, and stated there were four possible solutions. (1) Permission to use more Lanham Act funds; (2) Relief from state moneys; (3) Private sponsors to aid schools; (4) Contributions from industries in which the mothers work.

By June 1, the board had authorized Superintendent of Schools, Vierling Kersey, to ask the federal agency for funds to cover 50 centers for 5000 children. This was twice the original proposal, raised by pressure brought to bear by war manpower commission, child care and union representatives.

Despite the critical situation which has developed since schools let out on June 25, the month of July found only

(CONTINUED ON PAGE 14)



AM TECHNOLOGY.

Wherever I operate an abundance of physical goods exists.

Wherever I do not operate poverty and human drudgery exist.

I was born before the recorded history of man, but my greatest advance has been made in your generation.

I have never died, nor can I without the resultant death of my creators.

I am the great system of transportation, which facilitates the movement of men, equipment and resources across the vast area that is your Continent.

I am the great producer of power at Grand Coulee, Bonneville and TVA—power now fighting for the life of this nation.

I am the planter and the harvester of the abundant crops from America's fertile soil.

I am the builder of her great factories from the vast mineral and fuel resources provided by Nature.

I am the producer of the implements for this Total War that make the implements of all previous wars appear as pieces of obsolete antiquity.

I am the giant foundries and furnaces of your great cities.

I am the radio, the electric light, the telephone.

I, American Technology, was designed and developed by American scientists, technologists and technicians without thought of profit or price.

After my development I become the chattel of American business.

I am allowed to produce to the fullest extent when I will bring profit to business enterprise.

I am restricted when I will not bring profit to business enterprise, even though that restriction is un-American.

For it is I, the energy converting technology of North America, that will win this war against fascism.

I, American Technology, am coveted by fascist Europe and Asia; they would loot and/or destroy me.

I, American Technology, am converting energy into work that is the kilowatt power behind your son, your husband, your father or your brother, carrying him into battle to wipe the fascism of Rome, Berlin and Tokio from the face of the earth.

I could produce more for your country were I operated on a full load basis.

When America conscripts her Men, Machines, Materiel and Money for the duration of the war and for six months thereafter this will be possible.

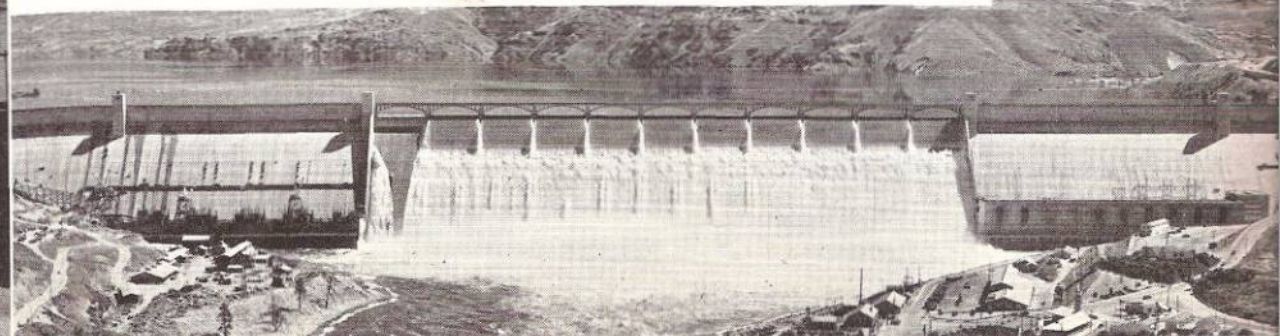
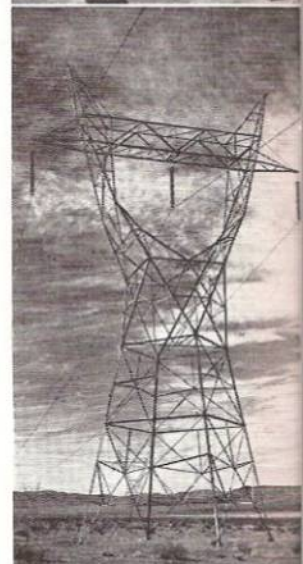
Total War demands such operation.

With National Service From All and Profits to None, I will operate to the fullest.

I am the very essence of the America I am creating, wherein Americans can enjoy the greatest personal liberty ever known to man, liberty to consume an actual abundance and freedom from back-breaking toil.

I am American Technology.

—G. Robert Ostrander.



WASTE WON'T WIN

An Over-All Designed Operation for Continent As One Unit Will

TODAY Americans are much concerned with the subject of waste—food waste, manpower waste, materials waste and the great amount of time lost through red tape and disputes concerning authority and responsibility in governmental offices. The greatest loss of all may be the lives of our men in the front lines or the expenditure of our irreplaceable natural resources.

So let's stop this waste of time and get down to brass tacks. Time is a precious commodity in wartime—and especially so in a fast-traveling war such as we are engaged in. A fraction of a second may mean much to an army or a nation when using high-speed implements of warfare. It's the old story of the missing nail in the horse's shoe that lost the horse, the rider, the battle and the country.

Let's nail down that old shoe now—and on the foot that can best wear it to battle!

Here are some of the wastes that may prove to be the lost nail in the shoe:

Red Tape. Businessmen have long been snowed under with reports to fill out. Last December, Eric A. Johnston, President of the United States Chamber of Commerce, said that one company put in as many man hours answering government reports in a three-month period as would be required to build three Flying Fortresses.

In April, the equipment from five CCC camps in the Mark Twain National Forest in Missouri was collected and burned. This equipment, consisting of wheelbarrows, saws, axes, etc., could not be given away or sold to farmers who needed them, because the forest service director alleged the red tape involved would take two years to untangle!

The OPA has proved to be one of the worst bottlenecks and red tape dispensers in the nation. There are innumerable questionnaires and forms sent out to every business establish-

ment in the country. The manpower and time wasted both in Washington and in every town and village and crossroads store is tremendous. Price ceilings must be continuously reviewed and changed in order to assure a profit to the grower, manufacturer and retailer, and keep produce from rotting in the fields.

Food Waste. The division of authority and lack of integrated control over food has caused such a tempest in Washington that no one knows from day to day, or even from hour to hour, what policy to follow or which boss to see. Resignations have come so fast in both OPA and WFA that not much is accomplished in either office.

Time magazine of June 28, 1943, said: "For this inexcusable condition, (wasted food) the nation's farmers, cattlemen, canners and many a public official had but one point of blame: a fantastically mixed-up Government food policy, pulled and hauled among nine agencies."

On June 23, James D. Graham, president of the Montana Federation of Labor reported that more than 20,000 tons of fresh beef were spoiling on railroad sidetracks between eastern Montana and Seattle, because of railroad traffic jams and lack of men to re-ice the refrigerator cars.

On the same day, six carloads of meat were condemned by the San Francisco health department as unfit for consumption. A carload of fish also arrived from New York in unusable condition.

An advertisement in the Time magazine of May 24, 1943, estimates that 15% of our food is wasted in home kitchens—as compared to only 6% going to feed our allies and 7% to our armed forces. More food wasted at home than both allies and armed forces together use!

But this waste, some of which is unavoidable, is small compared to the food left lying in fields, spoiling in railroad cars or molding on store coun-

ters because prices are so high that consumers cannot buy it.

All of this food waste can be blamed on a lack of planning and control in distribution to consumers. Unless something is done soon to establish an integrated, coordinated distribution system, such as advocated by Technocracy Inc. in its Victory Program, many of us may go hungry.

We have not yet forgotten the destructive economic policy of the past decade that allowed so much of our natural resources and produce to be destroyed. Many of us could have made good use of the pork, potatoes, oranges and other foods that were plowed under or made unfit for consumption by other means. But there is no profit in selling below cost or giving away food, so, under Price System controls it has to be destroyed.

Now, however, when prices are high and there is a profit to be made in marketing produce, the labor and transportation difficulties are causing many crops to lie in the fields, unpicked and unshipped. So, again food lies in rotting piles while men, animals and poultry go without many needed foods.

That wholesale and retail food dealers are making a nice profit is proven by a recent statement by OPA that their profit margin is now 27% above the 1935-39 average.

Time, Manpower and Money Waste. To figure time loss in our war economy would be as difficult as figuring how high is up. Absenteeism, mismanagement, hoarding of materials and manpower, operation of unnecessary and duplicating public services and bickering between public officials as to responsibility and authority have all contributed to a stupendous total in lost manhours, wasted money and lowered production.

Here are a few examples:

Raymond Clapper in his column of April 17, 1943, says: "Every hour that a ship is idle is that much urgent shipping space lost. . . . Shiploading is somewhat on a cost-plus basis so that contractors do not lose money and indeed may actually benefit by a delay and waste of longshoremen in loading."

"The C.I.O. maritime unions say that one of the chief factors preventing full utilization of ship facilities is the failure, through bad planning and lack of coordination, to have ship cargoes assembled and ready for speedy loading."

Senator Harry S. Truman, chairman of the Senate committee investigating war activities, declared last month that much of the money appropriated for the war effort will be thrown away for no good purpose whatever.

He said that \$30,000,000 was "thrown away wastefully" on an ordnance plant in Kansas. Camp Blanding, in Florida, he described as a "tremendously wasteful project," and an ordnance plant in Tennessee was a flagrant example of "wilful extravagance and waste."

Truman also declared that \$25,000,000 had been wasted on one construction job, and indicated that an inquiry would be made into the financial details of army leases on 206 hotels, which the War Department is now giving up, at a great loss.

Senator Harry F. Byrd, of Virginia, reiterated that "War expenditures have been unnecessarily extravagant and wasteful."

Representative Albert J. Engel made a personal investigation of 47 war plants throughout the East and Mid-west this spring, and then reported his findings to Congress last month. He declared that both war plants and labor are making too much money at the taxpayer's expense. War contractors in these plants made up to 53% profit after payment of taxes. Even larger profits were made by Government-financed corporations "earning profit on a large Government capital, but distributing that profit to a small group of stockholders who have very little capital invested," he charged.

You and I and all the other taxpayers must support these gigantic government-financed war industries, and also an ever increasing army and navy, and a rapidly growing government payroll in Washington, D. C., and in every state in the Union. Why should a comparative few reap the profits, when all of us must share the expense?

Of course, there is a huge waste of manpower now being expended in unnecessary services, which could be eliminated by the installation of Technocracy's Victory Program of Total Conscription. With banks, insurance companies and all financial institutions frozen for the duration, a large group of workers would be available for production work.

Senator Mon C. Wallgren, of Washington, says we are making too

many types of planes—67 varieties! As a member of the Truman committee investigating war plants, he says:

"The committee is taking a pretty close look at the aviation picture. Too many planes are being made that are not seeing service."

Technocracy has long urged the building of the Flying Wing, a super-bomber, which would make most of our planes obsolete and also take the place of many of our cargo and transport ships. It would be built of less strategic materials, utilizing plastics to a great extent, and would be built on mass-production lines at a much faster rate than is now possible with riveted metal skins—slow hand-tool methods.

We are all beginning to realize that soon we must abandon these haphazard, wasteful methods and set sail on a new course, not driven by the urge to make huge profits, but steered toward a real victory by our Commander-in-Chief, aided by a coordinating board, who will see that every member of the crew does his part and receives his share of the reward.

As the Kilgore sub-committee on military affairs announced last June 22, our civilian war economy is fast disintegrating and a domestic front crisis has arisen. It declared that "a solid home front is an absolute necessity. Never in the present war have we had a genuine requirements committee to scrutinize carefully all military, lend-lease and civilian requirements."

FRONT COVER:

Powerful cranes lift one of the largest sections assembled in the building of a ship—the midship deckhouse. This deckhouse weighs 113 tons. Note that the same section is already installed on the adjoining way.—Photo courtesy Marion Steam Shovel Co.

And we won't have a 'genuine' requirements committee until we have Total Conscription of men, machines, materiel and money, and an over-all designed operation of this Continent as a unit. Technocracy's Victory Program lists all the necessary steps that must be taken before we will have a coordinated war program that will eliminate waste and win the war on the battlefield and the home front.

Are you behind this Victory Program or are you one of those who think we can muddle through somehow? Are the lives of our boys at the battle front of so little importance that we can afford to waste any more time on the home front? Let's get busy and demand the installation of Total Conscription now!

—Maxine N. Huntzinger.

CHILD CARE CRISIS

(CONTINUED FROM PAGE 11)

32 of the 50 nursery centers in operation and only nine of the 50 day-care centers provided for in use, at a cost to the parent of from 50 to 75 cents a day per child. Prices vary in different communities.

It is notable that despite their frantic pleas for women employees, reports on the child care situation from January until July contained no mention of any war production plant joining the fight. The Los Angeles Daily News of July 8 stated that "The Aircraft War Production Council, representing plane plants in this area, recently added its weight to the fight for extension of the program." However, no mention was made that the council had offered to provide any funds or facilities to make this possible.

The situation in California can be duplicated in every other state in the country. Costly delays in the child care program have prohibited mothers from taking jobs in war industries. War production plants cry for women to help produce the implements of war. Politicians hold meetings to study the situation and then pompously declare that woman's place is in the home.

After more than seven months of investigations, meetings, bill passing and buck passing the situation is still critical and may well become chaotic upon the drafting of fathers.

Delays can no longer be tolerated.

Only by the installation of a program of Total Conscription can adequate child care be provided. With financial restrictions removed and political boondoggling eliminated we could put our child care program in the hands of capable persons who would perform these functions as their part in national service, releasing some mothers to war work and some in every neighborhood to aid in the federal day nurseries.

—Phyllis Lucas.

On the HOME FRONT

Agreed

"We can never win the peace unless we conscript natural resources, which legally belong to the Federal Government—that is to all the people."
—People's Lobby Bulletin, July, 1943.

Never Again

"Many will recall how after the last war returning soldiers were given \$60 and a ticket home.

"This time Congress has guaranteed that they will get their old jobs back, if they want them; but that assurance is not enough to create jobs which are not there.

"It will not satisfy the veteran who aspires to a better job with the new skill he has acquired in a mechanized war."

—Senator Robert F. Wagner, American Federationist, June, 1943.

More Waste

"Dispatches from New York this week reported that vast quantities of freshly-grown vegetables are being dumped at the city's markets, with the object of maintaining prices, which are so high that they are beyond the reach of the pocketbooks of millions of Gotham's families.

"The same wanton destruction of food apparently is under way in other parts of the country.

"Congressman Norris Poulson (Rep., Calif.), placed in the Congressional Record a letter from a constituent in Los Angeles complaining that in that city and in San Francisco great quantities of oranges, squash, tomatoes, cabbage, lettuce, parsnips, corn, turnips and other vegetables are being carted away from wholesale produce markets to hog farms.

"The letter declared that prices are extortionate and that 'this appalling waste of food' is designed to keep them that way."

—Labor, July 17, 1943.

Let's Build Them

"The Pacific Northwest will shiver on the verge of a power shortage by autumn of 1944, according to Bonneville Power Administration, which advocates a third giant dam in the Columbia Basin and additional storage dams for Grand Coulee and Bonneville."

—The Iron Age, July 15, 1943.

Confidential?

"Despite OPA prodding, the Office of War Information is sitting tight on a confidential survey which shows: that 36% of American families get the same income as before the war; that 23% get less; and that only 41% get more.

"OWI fears that release of the figures would prejudice the war bond drive. OPA would like to use them as an argument for tighter price control."

—Business Week, July 10, 1943.

March of a Dime

"Howard Peckham, curator of the Clements Library at the University of Michigan, wanted a map of his home township and sent a dime to the Geological Survey for such a map.

"According to a letter he wrote Secretary of Interior Ickes, the Geological Survey advised that it is not sending out maps in wartime. But in some manner the dime had to be accounted for and the adventures of the thin piece of silver started in earnest.

"The keeper of the red tape,' Mr.

Peckham wrote, 'required that it be deposited with a proper ledger entry. Then the Survey notified the Treasury Department of its monetary acquisition—and doubtless was congratulated on the event.

"The Treasury Department now took up the transaction and, with proper authorization from the Geological Survey to the Department of Disbursement (via Schedule 293, Serial 4148, Voucher 9815264), issued a check for 10 cents as a refund to me."

"Mr. Peckham says his bank demands a 20-cent fee to cash the check. The little dime, which must be pretty thin by now, probably reposes in a Treasury vault."

—Bulletin of the National Republican Committee, July 5, 1943.

Oh! Oh! More Taxes

"The Internal Revenue Bureau is adding more than 10,000 more employees to its payroll to help administer the pay-as-you-go income tax law which goes into effect July 1."

—Progressive, June 28, 1943.

A War Within a War

"A recess of Congress until fall is now considered urgently desirable by party leaders on both sides as well as the Administration. The new high in Congressional-Executive bickering has almost blotted out prospects of constructive accomplishment."

—Newsweek, July 5, 1943.

Power for War

"... We are now producing in a couple of months as much mobile horsepower in aviation and auto engines as is installed in America's central stations and that's millions of mechanical horses. . . ."

—Science News Letter, July 10, 1943.

Why Import?

"Apparently no effort is being made to open up ore bodies in Texas for the new Houston and Daingerfield blast furnaces, despite all the original ballyhoo of utilizing those resources. Probably ore will come from South America for the two stacks."

—The Iron Age, June 24, 1943.

OPERATIONS

News of the Organization

SOUND STAFF REPORTS

EACH month brings an increasing demand for the use of Technocracy's Mobile Sound Units by Civilian Defense and civic organizations in the Los Angeles area.

The efficient service which the Sound Group has been rendering to the community was augmented last month by the addition of three complete AC Public Address Systems. These new units will permit a wider range of operation as they can be used for functions held indoors as well as out of doors.

Included in the lengthy report of activities for the past month in which

the Mobile Sound Units of Technocracy have played an important part are war activity reviews, Air Raid Warden incident practices and programs, patriotic parades and dedications, and community programs and concerts sponsored by the Los Angeles County Recreation Department.

Photographs of some of these and other activities in which the Sound Units have participated are shown on these pages.

Following is a letter representative of the many letters received by this Organization expressing appreciation

for the services of Technocracy's Sound Units:

Technocracy Inc.,
Gray Fleet Operations Staff,
R.D. 11833-11834 Area,
984 W. Vernon Avenue,
Los Angeles, Calif.

July 12, 1943

Gentlemen:

This office wishes to express its sincere appreciation for the many services you have rendered in providing public address systems for the concerts given in the various community areas by the Los Angeles County Band.

Without your assistance these events could not possibly be heard with the pleasure they now afford. The unfailing courtesy of your staff and their helpful efforts serve to renew the truism that service to the many can only be accomplished by cooperation of

On Sunday, June 27, the Air Raid Wardens of the Highland Park District, Los Angeles, staged a War Activity Review. Three Technocracy Mobile Sound Units furnished sound for this Civilian Defense activity. — Techphoto by Thomas.



all agencies on the common ground of good will and understanding.

Cordially,
JAMES K. REID, SUPERINTENDENT
DEPARTMENT OF RECREATION,
COUNTY OF LOS ANGELES

(Signed)

Karl Wecker
Dr. Karl Wecker,
Director Music Section.

The Sound Staff reports that requests for the use of the sound equipment during September are already pouring in.

Highland Park Air Raid Warden war activities are reviewed by (left to right) George Hjelte, Executive Officer Los Angeles Citizens Defense Corps; Deputy Chief Henry S. Eaton; Deputy Chief Ervis W. Lester; Capt. Chester Welsh; Lt. Lee C. German (at mike) and Sgt. Roy Merchant.—Techphoto by Thomas.

Eight Technocracy Sound Cars and two Official motorcycles participated in patriotic parade at Garvey, California, on July 4. Five of the Sound Cars, equipped with turntables, furnished patriotic music for the parade.—Techphoto by Blain.

Lower right: Presentation of colors by American Legion Post 323, at dedication of Pylon honoring members of Armed Forces, Garvey Memorial Park, July 18. Music furnished by L. A. County Band; AC public address system by Technocracy.—Techphoto by Thomas.

Below: Master of Ceremonies, Frank G. Reddig, uses Technocracy Mobile Sound Unit at Garvey Parade, July 4.—Techphoto by Blain.



NUTRITION— A WAR WEAPON

(CONTINUED FROM PAGE 8)

though it is known that vitamins in therapeutic quantities cannot be absorbed by the skin, millions of dazzled and confused Americans have been hoodwinked into buying soaps, creams and other beauty aids supposedly containing amounts of miracle-working vitamins.

Drug stores have fought hard to hold vitamins in the medical category but in spite of their efforts to keep profits exclusively to themselves sales have spread from drug stores to food stores.

First commercial source of vitamin was cod-liver oil. Fish liver is still a large source of vitamin A, but since the war has cut off our liver supply, more and more provitamin A in the form of carotene is being extracted directly from alfalfa, carrots, grass and other vegetation for enriching processed foods.

Other war-produced shortages are hastening the development of new processes and increasing the amount of synthetically-produced vitamins. Daily, research chemists are finding means of cutting down processes. Modern vitamins are not only produced efficiently but in most instances prove more effective and more palatable.

Thiamin (B-1) at one time was extracted laboriously from rice hulls with recovery less than 1/5 oz. to the ton. It is now produced synthetically in any quantity desired. C is extracted from paprika and wild rose 'hips.'

Other processes and substances are too complicated and numerous to describe. But the average worker is not concerned with complicated details of new discoveries and improvements. With war making more and more demands upon his energy he is anxious to learn how this knowledge can improve his health, increase his efficiency and speed the war effort.

Medical men report that three out of every four workers are not getting the proper nourishment to stand the added demand on strength, endurance and vitality of an all-out war production. Examination of 1,290 aircraft workers revealed that practically 50% had a vitamin deficiency, 28% had

traces of anemia, and 19% showed signs of nervous degeneration, evidence of vitamin B complex deficiency.

A recent report shows also that 24,000,000 man hours are lost every month in war production factories. Ninety percent of absenteeism is caused by illness—not accident. Totaled up for a whole year, man hours lost would build more than 23,000 Flying Fortresses.

Managements of a number of war factories, realizing that proper nutrition means fewer and shorter illnesses, reduced accidents, greater accuracy, less spoilage, increased efficiency and improved morale, have begun distribution of vitamin concentrates to their employees. Some plants supply the pills free of charge, others sell them at cost.

BUSINESS SURVIVAL

Absenteeism because of colds has been greatly reduced among workers receiving supplemental feeding of vitamin A. Used extensively this vitamin should be a big benefit for the common cold consumes three times as much industrial manpower as all occupational illnesses combined. Vitamin C by stimulating circulation of the blood is assisting workers to resist TNT poisoning.

Never missing a chance to capitalize calamity, business has again entered the scene, this time with a host of private schemes presumed for improving the workers' dietary habits. But the real objective of these business-sponsored programs is business survival. As a means of advertising, firms have launched programs whereby workers are served balanced meals in plant cafeterias and wives and mothers taught to serve home meals with proper nutritive content. Now that do-

mestic and foreign markets have been cut off many companies have grasped this idea as a desperate means of maintaining company trade names and post-war profits. One business firm which has inaugurated such a program states some of its objectives in this manner: It is aimed at improving diet of workers; stresses importance of careful food preparation; provides jobs for appliance salesmen; and gives local utilities to whom the company can no longer furnish a complete line of appliances a ready-made means of building consumer goodwill.

One company experimenting with only a few workers has decreased time lost from illness 16%, proving one thing — that nutrition is a potent weapon of war.

Although many of these schemes may be commendable in themselves they cannot begin to solve the problem of distributing food to America's vast civilian army.

Every soldier in order that he may be in perfect fighting trim receives his food, clothing, housing and medical care free of charge. Civilian soldiers know that they are important too. In back of every man on the fighting front there must be at least five men on the home front putting forth maximum effort in America's production lines so that war supplies can move swiftly and smoothly.

Too long we have waited for individualistic agencies and conniving business lords to smooth out inefficiencies in the march toward victory. We are all in this fight! Every citizen must be put on the same basis as the armed forces with all his needs guaranteed, with no price attached and all debt suspended for the duration. Profit **must** and **will** be swept aside in the struggle for Continental survival!

—Olive V. Applegate.

VITAL TRENDS IN THE NEWS

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TECHNOCRACY

America's Only Social Dynamic

WHEN

Technocracy originated in the winter of 1918-1919 when Howard Scott formed a group of scientists, engineers and economists that became known in 1920 as the Technical Alliance—a research organization. In 1930 the group was first known as Technocracy. In 1933 it was incorporated under the laws of the State of New York as a non-profit, non-political, non-sectarian membership organization. In 1934 Howard Scott, Director-in-Chief, made his first Continental lecture tour which laid the foundations of the present nation-wide membership organization.

WHAT

Technocracy is the only American social movement with an American program which has become widespread in America. It has no affiliation with any other organization, group or association either in America or elsewhere.

It is not a commercial organization or a political party; it has no financial subsidy or endowments and has no debts. Technocracy is supported entirely by the dues and donations of its own members. The widespread membership activities of Technocracy are performed voluntarily; no royalties, commissions or bonuses are paid, and only a small full-time staff receives subsistence allowances. The annual dues are \$5.00 which are paid by the member to his local Section.

WHERE

There are units and members of Technocracy in almost every State, and in addition there are members in Alaska, Hawaii, Panama, Puerto Rico and in numerous other places with the Armed Forces.

Members of Technocracy are glad to travel many miles to discuss Technocracy's Victory Program with any interested people and Continental Headquarters will be pleased to inform anyone of the location of the nearest Technocracy unit.

WHO

Technocracy was built in America by Americans. It is composed of American citizens of all walks of life. Technocracy's membership is a composite of all the occupations, economic levels, races and religions which make up this country. Membership is open only to American citizens. Aliens, Asiatics and politicians are not eligible.

Doctor, lawyer, storekeeper, farmer, mechanic, teacher, preacher or housewife—as long as you are a patriotic American—you are welcome in Technocracy.

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The TECHNOCRAT

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TOTAL CONSCRIPTION for VICTORY

WE conscript our fighters; why not all men and women? Our wealth? Our transport and communications? Our industries? Our mines? All means of production, distribution, and services?

Why should not all citizens serve on the same basis of pay as the Armed Forces?

Is this business or war? Why not suspend dividends, rents, profits, dues, and taxes?

TECHNOCRACY ASKS: Can America achieve a fighting morale and internal efficiency while some Americans gain wealth and economic advantage in war prices, war profits, war wages, and war racketeering, while other Americans give their lives?

Total Conscription would increase America's fighting potential to the maximum in an efficient and equitable manner; it is neither fascist nor communist; it is the American way.

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National Service From All And Profits To None!